(b) if so, by when the EMMC would commence its work; and

(c) the amount allocated for this purpose?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) The Government has decided to set up electronic Media Monitoring Centre (EMMC) for content monitoring of private television channels and to check the violations of Programme and Advertisement Codes prescribed in Cable Television Networks (Regulations), Act, 1995 and Rules framed thereunder.

(b) Ministry of Urban Development has been requested to give a permanent space for the project. However, as of now, they have allocated space on temporary basis in Pushpa Vihar Sakat, where EMMC project is underway and is likely to commence in 2007, subject to availability of funds and other infrastructural requirements.

(c) The total cost of the project is Rs 11.65 crores out of which Rs 2.90 crores has already been released. Another Rs 5.85 crores has been allocated under Annual Plan 2006-07 for the purpose.

Cross media monopoly

332. SHRIMATI S.G. INDIRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government are considering to introduce a Bill that would give Government the power to prescribe restrictions to prevent cross media monopoly;

(b) if so, the details thereof; and

(c) whether it is a fact that Government had felt the need of the said Bill as leading media houses consolidate their hold over different segments of the media?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) to (c) The Ministry of Information and Broadcasting is considering a proposed Broadcasting Services Regulation Bill in consultation with concerned Ministries. A need has also been felt to consult the media in the matter.

It is, therefore, difficult to indicate final views or to give a time frame on the proposal.